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NA✓ +For Release 12:00 noon, May 1/70

TORONTO, ONT.....A new 26,700 ton flagship will soon join four other special Nissan Motor Company Limited car-carriers delivering Datsun automobiles to Canada and returning to Japan with Canadian goods.

The M.S. Kanagawa Maru, which began operation last month, is the largest vessel in this unique fleet. The ships are especially built for Nissan, manufacturer of Datsun vehicles, and bring ready-to-drive Datsuns to both coasts of Canada.

The M.S. Kanagawa Maru, which carries a payload of 1900 vehicles, is the forerunner of three other vessels currently under construction.

The four 16,000 ton carriers already in service ferry 1200 cars and reach a speed of 17 knots with their 7200 HP diesel engines.

Unlike most car-carriers, which load automobiles in slings and stack them in the holds, the Nissan ships are designed so that vehicles are simply driven on and off the ships and parked on one of the six decks.

The decks are folded up to make room for Canadian exports, such as wheat, on the return voyage.

In summer, the ships dock at Halifax, Montreal, Toronto and Vancouver, but in winter they unload only at Vancouver. From here, the cars are carried by special

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CN-CP tri-level rail cars to distribution centres in major Canadian cities. Each rail car is capable of carrying 18 Datsuns across the country.

At the new Nissan Automobile Company (Canada) Limited Sales and Distribution Centre in the Metro Toronto region, the autos are quickly and safely unloaded from the rail cars by a unique \$20,000 tri-level loader, then stored in the 14-acre storage area which can accommodate 3000 Datsuns.

The first two ships of the Nissan fleet, M.S. Oppama Maru and the M.S. Zama Maru were launched in 1965, the same year Nissan (Canada) was started.

In 1968, the M.S. Bluebird and the M.S. Hommoku Maru went into operation.

For Information Contact:

Rod Campbell
CMC Limited
141 Avenue Road
Toronto 5, Ontario

(416) 920-6315

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TORONTO, ONT....."It's not because of me that Datsun has reached No. 2 among auto importers," says Hiraki Miki, Vice-President and General Manager of Nissan Automobile Co. (Canada) Ltd. "It's in spite of me."

Despite Mr. Miki's modesty, some of the credit for Datsun's remarkable success must rest on his shoulders. The 46-year-old top executive for Nissan was responsible for launching the marketing plans for Datsun in Canada and the U.S.A.

But Mr. Miki insists that the cars deserve all the credit. "Datsun has the best cars in the world," he explains to those looking for a secret formula to justify Datsun's lofty position on the sales charts.

Datsun has doubled or tripled sales in each of the five years since the company came to Canada. From 1965 through 1969, 36,000 Datsun cars and trucks were sold in Canada.

Before the Canadian company was formed, Mr. Miki was assistant sales manager of Canada and the U.S. for Nissan Motor Company Ltd., Tokyo, Japan.

Nissan (Canada) is now one of the largest Japanese firms incorporated under federal Canadian charter. "Our policy," says Mr. Miki, "is to make Nissan in Canada a truly Canadian company."

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In 1970, Nissan expects to sell more than 12,000 Datsuns in Ontario alone, compared to 5,400 in the province in 1969.

"We are ahead of schedule on our target for 1970," says Mr. Miki. He says the new \$1,750,000 Ontario sales and distribution centre in the Metro Toronto region will ensure that Nissan is properly equipped to meet the demand from Ontario dealers and Datsun buyers.

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Rod Campbell
CMC Limited
141 Avenue Road
Toronto 5, Ontario

(416) 920-6315

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TORONTO, ONT.....The Datsun 1200 sedan, new to the North American automobile market, was unveiled here today as a highlight of the opening ceremony of the Nissan Automobile Co. (Canada) Ltd., Ontario Sales and Distribution Centre.


Ontario Minister of Trade and Development Stanley Randall officially opened the \$1,750,000 centre and took a ride around the 12-acre site in the Datsun 1200.

The new car, which is available in 2-door deluxe and coupe models, is powered by a rugged 69-horsepower engine with a 5-main-bearing crankshaft. The car has a top speed of 93 m.p.h.

Chassis and body of the Datsun 1200 are one solidly welded unit, a type of construction the company calls Nissan's Unitary Body Construction--NUBC.

Standard equipment on the 1200 includes an all-synchromeshed 4-speed transmission with floor gearshift.

The car increases the wide range of sedans and sports cars that are offered by 250 Canadian Datsun dealers. It fits in between the line of Datsun 1000 sedans and Datsun 1600 sedans and wagons.



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The Datsun 1200 is the second new car introduced by Nissan this year. The first was the Datsun 240Z, a sleek 2-seater sports coupe that North American sports car magazines have already nominated as car of the year.

The 5-passenger Datsun 1200 sedan sells for approximately \$1,900. Nissan officials expect the low price tag and the advanced automotive technology, which vehicles at twice the cost rarely have, will make the Datsun 1200 an immediate hit with Canadian car buyers.

Standard equipment on all Datsun 1200s includes:

Windshield washers, tubeless tires, hub caps, tool kit, spare tire, 2-speed wipers, gas tank lock, ash trays for front and rear, glove compartment, sun visor, interior rear view mirror, vinyl floormat, and 8.8 gallon (Imperial) gas tank, 2-tone seats, white sidewall tires, package tray, sun visor for passenger, front arm rests, cigarette lighter, double horn, and interior light.

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Rod Campbell
CMC Limited
141 Avenue Road
Toronto 5, Ontario

(416) 920-6315

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TORONTO - A \$1,750,000 parts and new-car distribution centre for Nissan Automobile Co. (Canada) Ltd. was officially opened here today by Ontario Minister of Trade and Development Stanley Randall.

Mr. Randall said the centre, one of the most modern in the world, was contributing to Ontario's expected 14 percent increase in investment this year.

He said that he understood the new centre was a possible step toward assembling and manufacturing Datsun cars in Ontario. He applauded this possibility, suggesting that such a move would materially help provide the 100,000 new jobs Ontario needs every year.

Strategically located on the outskirts of Metro Toronto near Highway 7 and Keele Street, the centre will be the distribution point for a revolving stock of \$2,000,000 in auto parts and will provide a storage area for 3000 new Datsuns.

- 42,600 sq. ft. building
In addition, the 65,000 sq. ft. building will house an area with the latest training facilities to keep Datsun dealer personnel on top of the latest automobile servicing techniques.

Vice President and General Manager of Nissan (Canada) Hiraki Miki said the new centre will enable Nissan to meet its 1970 Ontario sales goal of 12,000 Datsuns, more than double the 1969 figure of 5400 cars.

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"We are ahead of schedule on our 1970 target," *How many*
said Mr. Miki. "This centre will ensure that we are
equipped to meet the expected demand from our dealers and
Datsun buyers."

The Toronto area is the natural selection for the site
of the centre, he said, because of its important position
in the North American automobile market.

"Toronto ranks with Detroit and Los Angeles in the
battle to be considered the North American automobile
capital, said Mr. Miki.

Nissan began selling Datsuns in the Toronto area
in 1966, a year after the company set up a Canadian
operation in Vancouver. In the first five years of
operation, more than 36,000 Canadians have purchased
Datsuns.

"I'm prejudiced about Datsun cars," said Mr. Miki,
"but I sincerely believe we have the finest automobiles
in the world, and of course we're happy that so many
people in Ontario and all across Canada agree with me.
Our sales have doubled or trebled in each of the five
years we've been in Canada."

The opening ceremong was also used to introduce
Datsun's latest entry to the Canadian market, the Datsun
1200 sedan. The peppy little newcomer was auditioned on
the 12-acre site. Datsun officials believe the Datsun
1200 and the recently introduced Datsun 240Z sports car,
will get a warm reception from Canadian car buyers.

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The centre is divided into three sections with 10,800 sq. ft. of office space, 11,600 sq. ft. for the training facilities and 42,600 sq. ft. (852,000 cu. ft.) for the parts depot.

It is located at 177 Snidercroft in Concord, Ontario, just west of Keele Street, north of Steeles Avenue.

Also attending the opening ceremony were Mr. M. Ohkuma, Managing Director, Nissan Motor Company Ltd., Tokyo, Japan and Mr. T. Arakawa, Manager Export Division, North America, Nissan Motor Co. Ltd., Tokyo, Japan.

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TORONTO - Datsun's recent sweep of the prizes in the East African Safari, considered by experts to be the toughest auto rally in the world, is just the latest of a series of race and rally successes for Datsun.

In rallying during 1969 and the first part of 1970, Datsun has established itself as the car to beat in the most rugged contests in Canada and throughout the rest of the world.

For instance, consider these rallying facts:

Fact: Of the 19 finishers (91 started) in the car-busting, 3200 mile East African Safari in March, nine were Datsuns, including the first, second and fourth place cars. (Needless to point out, Datsun won both the overall and team prizes.)

Fact: In this same rally in 1969, Datsun 1600 SSS rally cars finished in the top six positions in their class to win the team prize.

Fact: For the second year in a row, Datsun drivers and navigators won the manufacturers prize in the 24-event Canadian Rally Championship, collecting 984 points. The second best make had 590 points.

Fact: A Datsun 1600 in the hands of Walter Boyce and Doug Woods of Ottawa ran clean (no penalty points) through the 1117 mile Canadian Winter Rally to tie for first place with two other teams. The Boyce-Woods victory is remarkable in that they are relative novices in the Winter Rally.

Fact: Boyce and Woods proved their Winter Rally victory was no fluke. On February 22, they won Quebec's three day Rallye des Neiges as Datsun 1600 sedans finished 1-2. Harold Verfelz and Gord Beckenhauer piloted the second place car.

Fact: In Britains's toughest test of automobiles, the RAC (Royal Automobile Club) Rally, Datsun's factory team battled Europe's best rally teams over a 2500 mile course that twisted and turned all over England. Datsun won the team prize and three out of four of the Datsun starters, including a private entry, finished the rugged test.

Although a newcomer to the racing scene, Datsun successes have been no less spectacular. Consider these facts:

Fact: Nissan's new R-382 racers swept first and second in the 1969 Japan Grand Prix auto race held at the Fuji Speedway on October 10. The 120.454 mph average speed of the winner, Motoharu Kurosawa, set a new record for the annual event.

Fact: Powerful Nissan R-380 prototypes were one-two in the open class of the six-hour Surfer's Paradise Race in Queensland, Australia.

Fact: Twenty-one Datsun sports cars won entries to the 6th annual U.S. Road Race of Champions at Daytona Speedway last October. Datsun 2000 sports cars placed first, second and fourth in the D production class competition.

Fact: Datsuns finished 1-2-3 in the Malaysia Grand Prix, one of the most important races ever held in Southeast Asia. The winning Datsun had a specially-modified U-20 engine while the second and third place cars were Datsun 1600 SSS models.

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TORONTO, ONT...A new monster automobile parts depot, opened here today by Nissan Automobile Co. (Canada) Ltd., carries a \$2,000,000 stock, making it the second largest imported auto parts storehouse in Canada.

And, with 852,000 cu. ft. available for the constantly revolving parts stock, there is room for expansion.

The parts depot is part of Nissan's new Ontario Sale and Distribution Centre, officially opened by Ontario Minister of Trade and Development, Stanley Randall.

The 42,600 sq. ft. depot is Nissan's largest in Canada and ranks second in North America to another 'monster' storehouse in Compton, California, which has an area of 65,000 sq. ft.

The storage facility in the hangar-like depot resembles a giant Mechano set, constructed of steel frames made by the Triple A company. Parts of Datsun cars are stored in various size bins in the huge framework.

The framework is designed to allow fork-lift loading and unloading.

Along one wall of the depot is Nissan's specially designed framework for body parts. Tom Pryde, deputy

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general manager of Nissan (Canada), says the body bin is the most modern in Canada and is expected to be the model for other parts centres.

The parts depot is only a part of the new \$1,750,000 centre which also includes storage facilities for 3000 Datsuns, a de-waxing and cleanup area, an electronically equipped service training school and offices.

The centre will serve Ontario's 75 Datsun dealers and will be linked with other Nissan centres across Canada by an electronic data processing system that will ensure a full inventory of parts at all times.

"Of course, we are very proud of the centre and especially the parts depot," says Mr. Pryde. "We know that this year Ontario will become the No. 1 sales area for Datsun in Canada and the centre will enable us to meet the demand by Ontario dealers and Datsun buyers."

For information contact:

Rod Campbell
CMC Limited
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TORONTO, ONT.....The story of Datsun in Canada can be told with just two figures; 12 and 20,000.

Twelve Datsuns were sold in Canada in 1961, the year Datsuns came to this country; Last year, more than 20,000 were sold.

The boom in Datsun sales really began in 1965 when Nissan Automobile Co. (Canada) Ltd. was formed to handle Datsun distribution.

In '66, sales climbed to 1,600 units, then dramatically increased to 3,637 in 1967, more than 10,000 in 1968 and again doubled to more than 20,000 last year. Similar percentage increases are expected in 1970.

Company officials trace the astonishing acceptance of Datsuns to quality-controlled production, attractive price, operating economy and a strong dealership network.

At the end of 1969, more than 250 dealers in Canada were carrying the Datsun line.

On the acceptance of Datsun cars, Hiraki Miki, Vice-President and General Manager of Nissan (Canada) says, "Extensive market research went into our product development to ensure that our vehicles would satisfy the demands of driving in North America."

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Born and educated in Tokyo, Mr. Miki holds a B. SC. degree from the Japanese Naval Academy where he specialized in aeronautical engineering and won the overall accomplishment prize from the Emperor for his year. He also holds a B.A. degree from Tokyo's Chuo University.

His knowledge of economics and foreign trade, make him a popular speaker to business and social groups. His addresses usually emphasize the importance of developing mutual understanding among trading nations.

Mr. Miki strongly supports increased two-way trade between Canada and Japan and has participated in numerous trade delegation exchanges. He is well known to government officials and businessmen of both countries.

A licensed pilot, Mr. Miki enjoys flying, sailing and motoring. He and his wife, Sumiko, reside in Vancouver.

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Rod Campbell
CMC Limited
141 Avenue Road
Toronto 5, Ontario

(416) 920-6315

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TORONTO, ONT.....With today's North American introduction of the Datsun 1200, Datsun dealers have increased their advantage over other imported car dealers in the range of models they can offer.

The Datsun 1200 will be sold in 2-door deluxe and coupe models.

In the sedan lineup, the Datsun 1200 fits in between the economical Datsun 1000 series and the powerful Datsun 1600s. The 1200 is the second completely new auto introduced by Datsun this year. The first was the Datsun 240Z sports coupe:

Here's the complete Datsun lineup:

- | | |
|----------------------|--|
| - Datsun 1000 | - 2 and 4-door deluxe sedan |
| - Datsun 1200 | - 2-door deluxe and coupe |
| - Datsun 1600 | - 2-door semi-deluxe and
4-door deluxe sedan and
station wagon |
| - Datsun 1600 & 2000 | - sports |
| - Datsun 240Z | - sports coupe |
| - Datsun 1600 Truck | - 1-ton Pickup |

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TORONTO, ONT.....Although Expo 70 is the drawing card that is bringing tourists to Japan this year, the World Fair is far from the only attraction that is offered by the bustling island nation.

An enlightening side-trip, for instance, might find the visitor at one of the eight Nissan Motor Co., Ltd. plants in Japan. Such a trip would help to show tourists why Japan is a world leader in the technological age.

Since the first Datsun automobile was built in 1932, Nissan has grown to be the seventh largest automobile manufacturer in the world with plans to produce 1,600,000 vehicles in 1970.

At the outset, the company was called the Jidosha Seizo Company Ltd. but in 1934 the company assumed the Nissan name, which translated means "Japanese industry."

By 1935, Nissan had consolidated a mass production structure and began to export automobiles.

From 1938 to 1945, the company focused on production of standard sized trucks and aircraft engines. The Nissan plants continued producing trucks until 1947, when passenger car production was resumed at the Yoshiwara plant, originally built to manufacture aircraft engines.

Nissan began assembling and manufacturing the Austin A40 in 1952 under a technical agreement with

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Austin Motor Company of Great Britain, which led to the agreement for the exclusive manufacture of Austin A50s in 1956.

A sales network was established across the U.S. in 1958 after a successful debut of Datsun autos at the Los Angeles Imported Automobile Show and by 1960, the Nissan Motor Corporation in the USA was founded.

In 1960, the company was awarded the Deming Prize in recognition of quality control excellence and the next year the company became Japan's top auto exporter.

1963 was a year for record-setting. Production of the Datsun Bluebird topped 200,000 units, setting a new Japanese record for mass-production. Another industry record was topped when exports reached 100,000 that year.

A year later, the Nissan Automobile Co. (Canada) Ltd. was established in Vancouver.

Two of Nissan's five car-carriers were launched in 1965, both capable of ferrying 1200 autos to North America.

In 1966, the company merged with Prince Motor Ltd. and became Japan's largest auto maker. The same year, overseas assembly plants went into operation in Mexico and Peru.

On the sports scene, Datsun won the East African Safari for the first time in '66.

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In 1967, Nissan opened an exclusive auto shipment wharf at Hommoku near Yokohama and established a nation-wide Rent-A-Car system.

It was also the year of the introduction of the Datsun 1600 sedans, hailed as the ultimate expression of a family car, but later to prove its mettle as a successful rally machine.

The company increased its participation in motor-sports in '67, shattering seven international speed records with the Nissan R380-II prototype racer. Datsun cars also swept class victories in Rothmans 12-Hour Race, Gallaher 500-Mile Race and the BP Rally, held in Australia.

At the beginning of 1968, a new head office building was completed in Tokyo. Later that year, the company's exports from the Hommoku Wharf reached the 100,000 mark.

The competition year was a smashing success with the new Nissan R381 streaking to victory in the 5th Japanese Grand Prix. A Datsun won its class in the Shell 4000 Rally and finished third in class and ninth overall in the Monte Carlo Rally. This year, Datsun 1600 sedans finished 1st, second, and fourth in the East African Safari, winning the manufacturer's team prize as well.

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Two more car-carriers doubled the fleets capacity in '68. Another larger capacity carrier (1900 autos) began operation in April, 1970, and three more of the larger size vessels are presently under construction.

For Information Contact:

Rod Campbell
CMC Limited
141 Avenue Road
Toronto 5, Ontario

(416) 920-6315

